

# Segment

## 052: Urban Ambition

Gen Y singles and single-families established in mid-market cities

Resource: Mosaic by Experian.

### Religious Experience in a Nutshell

Religious perspective: *Looking for Heroes of Faith*

Common Spiritual Issues: *Feelings of guilt, anxieties about abuse and shame*

### Potential Influence

Lifestyle Compatibility	Family Group 0 Singles and Starters	Frequent Neighbors
G25 Urban Edge	O50 Full Steam Ahead	D18 Suburban Attainment
M45 Diapers and Debit Cards	O51 Digital Dependents	S69 Urban Survivors
P56 Mid-Scale Medley	O52 Urban Ambition	R67 Aspirational Fusion
P57 Modest Metro Means	O53 Colleges and Cafes	P61 Humble Beginnings
	O54 Striving Single Scene	
	O55 Family Troopers	

### General Comments

*Urban Ambition* are young, trying to live independently, and eager to build careers, families, and meaningful lives. Although they may be enjoying freedom from home, and may be rebelling against cultural expectations, people in this segment may still connect with a church. Urban churches that connect with these people will not wait for them to show up, but go out to meet them. They may offer free dinners, and make indoor or outdoor sports areas available to them. Pick up the tempo of worship. Use contemporary Christian Rock, Blues, or R&B. Preaching needs to be more topical and practical, and the refreshments need to be abundant enough to take home.

Churches need to understand both their pride and frustration. They want to get ahead. They'll put duty and work ahead of good times, and are usually taking courses in colleges and technical schools to get ahead. But they also feel repressed and denied good opportunities. Their talents often go unrecognized and unrewarded. So they also want to enjoy the moment. They like to be the life of the party and stand out in a crowd. If not working or studying, they are likely to hang out, play team sports, or browse clearance stores.

*Urban Ambition* may connect with a church that is traditional to their upbringing, but they readily gravitate toward churches of any brand name that step up to be advocates for these younger adults. These churches are strong on crime prevention, and offer advice in personal finances, resume writing, dating, and parenting. They may offer inexpensive day care, organize food cooperatives, and broker part time job opportunities. These churches also tend to be seen as successful, with facility upgrades, social networks, and community influence.

## **General Comments**

***Note: See the list of definitions at the end of this report to explain key terminology.***

**Discussion Questions:**

***How do I, as a leader, perceive the spiritual expectations of people in our community?***

***How can we, as a board, research and understand our community better?***

***How can we, as a church, build closer relationships with this lifestyle segment?***

## Color Key

High Priority	Medium Priority	Low Priority
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## Leadership Preferences

Resource: *Spiritual Leadership* by Thomas Bandy (Abingdon Press)

THE CONSTANT LEADERS		THE ORGANIC LEADERS		THE EXTREME LEADERS	
	Caregiver		Discipler	x	Visionary
	Enabler		Guru	x	Mentor
x	CEO				Pilgrim

*Urban Ambition* looks for pastors who are a rare blend of program manager and people person. They are usually ordained, and young enough to keep pace with these active younger adults. The denomination doesn't matter too much, so long as the programs are relevant. Pastors spend a lot of time outside the office, visible wherever younger adults gather, or networking with social services, business leaders, and police and emergency services.

This pastor is an excellent administrator, and the church functions like a community center with relevant programs going all week. Pastors need to be able to raise money (obtain grants, motivate giving, and collaborate with other organizations). At the same time, these pastors spend a lot of time talking with individual younger adults ... befriending, advising, affirming, and supporting them in their struggle to get a head. These pastors are part authority figure and part role model, with an overall attitude of acceptance and optimism.

These pastors are perceived to be successful. They are not wealthy, but they are paid well because money reinforces credibility. They dress well and are highly respected in the community. They may carry a Smartphone with a wireless earpiece to respond to calls and texts quickly. They have business cards with a thought for the day or Bible verse, and mobile number and email.

Once these pastors have built a foundation of trust, they can be articulate about Christian values and articulate about Christian faith. They make no apologies about being clearly Christian. They often connect faith with healthy relationships and material success, but not in a superficial way. They simply believe God blesses people who are willing to work hard to make something of themselves; and that health and stability are signs of an active Christian lifestyle.

*Note: See the list of definitions at the end of this report to explain key terminology.*

Discussion Questions:

*How would you describe your pastor now?*

*How might your pastor adapt to be more empathic in the future?*

*How can you equip, train, and/or support your pastor in any transition?*

# Hospitality Preferences

Resource: *Worship Ways* by Thomas Bandy and Lucinda Holmes (Abingdon Press)

TRADITIONAL		MODERN		POSTMODERN	
	<b>The Basics</b>	x	<b>Multiple Choices</b>	x	<b>Take-Out</b>
			<b>Healthy Choices</b>		

*Urban Ambition* will always think about coming to church on Sunday morning, even though they may be inconsistent in attendance. If they can afford it, they may have had a late night with friends or a date; or they may have work that interferes with church; or they may not feel worthy of acceptance. Receive them warmly with complete acceptance, acknowledge their name, compliment their appearance, and affirm their potential.

These younger adults like to stand out in a crowd, so they are apt to linger outside the worship center until it fills up. Refreshments should be available before worship, and the pastor and other leaders should mingle among them and initiate conversation. Build relationships first; then later engage in more serious conversations.

Provide as much food and drink options as possible. Refreshments do not have to be fresh or fancy ... just lots of it. Encourage them to linger 30-45 minutes after worship. Consider showing a video related to career development, job hunting, health care and prescription medicines, living clean from addictions, or any topic relevant to basic life skills for people starting out on their own. The pastor and lay leaders can again mingle and initiate conversations. Follow up within two days to express sincere interest in their lives.

*Note: See the list of definitions at the end of this report to explain key terminology.*

**Discussion Questions:**

*How would you describe your hospitality ministries now?*

*How should hospitality ministries change to be more relevant to this lifestyle segment?*

*What additional training do greeters, ushers, and servers need to be more empathic?*

# Worship Preferences

Resource: *Worship Ways* by Thomas Bandy and Lucinda Holmes (Abingdon Press)

TRADITIONAL		MODERN		POSTMODERN	
	Care-giving Worship	x	Inspirational Worship	x	Mission-Connectional Worship
	Educational Worship		Transformational Worship	x	Coaching Worship
	Healing Worship				

*Urban Ambition* looks for a motivational experience that generates optimism for the future, along with practical tips on how to live a meaningful life. Worship should be upbeat, with more contemporary Christian Rock or Gospel music, and plenty of opportunity for interaction between leaders and participants. A blend of live performance and music video will ease the burden on volunteers, and provide a contemporary edge to worship. Worship is an opportunity to establish the spiritual credibility of lay leaders, and help them build influential relationships during the week with adult singles in this group. Encourage lay leaders to witness, read scripture, and lead prayers. Their first church conversation may well be with a musician or choir member, and not the minister. Follow up the message of the worship service with a “thought for the day” distributed hard copy as people leave (like small card to carry in a pocket or a text message sent later to their cell phone.)

At this stage of life, many people in this segment will prefer worship that is more topical and practical (in contrast to the more didactic or motivational tradition with which they may have grown up). Choose topics about Christian living at work, on the streets, and at play, or relationships with friends or the opposite sex. Topics might also pertain to surviving personal crises, getting along with neighbors, dealing with victimization, and the daily challenges they may face this week. Topics should have more to do with tomorrow than with the eternal ... but they should ground grounded solidly in scripture and the example of Jesus.

*Note: See the list of definitions at the end of this report to explain key terminology.*

### Discussion Questions:

*How would you describe your worship service(s) now?*

*How should you customize one or more worship services to be relevant to this segment?*

*What additional training do preachers, musicians, readers need to meet expectations?*

## Education Preferences

Resource: See, Know, and Serve by Thomas Bandy (Abingdon Press)

FORM		CONTENT		GROUPING	
	Curricular		Biblical		Generational
x	Experiential	x	Topical	x	Peer Group

One of the first habits *Urban Ambition* lose when they go off on their own is the practice of Sunday morning Christian education. When they were teenagers, some may only have connected with a church youth group, but now they do not even have that support. Christian education for people in this phase of life has more to do with credible Christian role models than with information.

The best hope to involve them in a Sunday morning class is to offer classes based on specific topics of urgent interest that only demand short term commitments. People are more likely to commit to three or four sessions on a practical topic of Christian living than an ongoing Bible study class. The teacher's credibility needs to be supported by visibility in worship leadership, and initiative in mingling with participants individually and through social media.

Large gatherings and single events can also be effective. The event may be on Sunday evening and have a strong recreational (e.g. sports) or entertainment (e.g. concert) component ... in addition to some prayer. This increases opportunities to develop personal relationships or deepen friendships in a safe environment, doesn't cost much, and allows church leaders to again mingle and build trust with participants.

*Note: See the list of definitions at the end of this report to explain key terminology.*

Discussion Questions:

*How would you describe children, youth, and adult education in your church now?*

*How would education strategies need to change to be relevant to this lifestyle segment?*

*What changes in leadership selection and training would make education more effective?*

## Small Group Preferences

Resource: See, Know, and Serve by Thomas Bandy (Abingdon Press)

LEADERSHIP		CONTENT	
x	Trained Leaders		Curriculum Study
	Rotated Leaders	x	Shared Affinity

*Urban Ambition* is more likely to participate in midweek small groups to continue education and spiritual formation. Groups need to be *very* flexible about time, place, and longevity of the group. Participation may vary. Groups usually meet at the church, but they might also meet at a cafe or diner over breakfast or late night snacks. There may be a method to keep track of participation, and reminders may be sent out by text or tweet. Small groups for these people often have clear boundaries for commitment ... usually 3-6 weeks. There is also a method on-line or in-person to recap group discussion for those who inevitably miss a session.

Leaders of such groups should be selected and trained by the pastor (or church staff). People in this segment are often quite outspoken, and their points of view can be extremely varied, so personality conflicts and arguments are common. A designated leader can bring calm, objectivity, and spiritual discipline to the group. Groups can form around any shared interest or need. They tend to be somewhat structured with prayer, scripture, and a strategy to help participants share their life struggles and spiritual victories. The shared interest might be an activity, or a video relevant to their current concern in life.

*Note: See the list of definitions at the end of this report to explain key terminology.*

Discussion Questions:

*How would you describe the Small Group strategy in your church now?*

*How would Small Group strategies need to change to be relevant to this lifestyle segment?*

*What changes in leadership and content would make Small Groups more effective?*

## Outreach Preferences

Resource: Strategic Thinking by Thomas Bandy (Abingdon Press)

	PERSONAL NEED	READINESS TO VOLUNTEER
Basic Survival		X
Health and Wellness		X
Quality of Life		X
Addiction Intervention		X
Interpersonal Relationships	X	X
Human Potential	X	X
Salvation and Human Destiny		

*Urban Ambition* are experiencing one of the most significant transitions of their lives. They may feel lost, overwhelmed, lonely, and inadequate, and cover up their insecurities by loud, boastful, or extreme behavior. They will often respond to any outreach ministry that helps them understand themselves and their situation better. They seek to explore their hidden potential, develop skills for living and working, and explore relationships with friends and potential marriage partners. They tend to be very materialistic, and need guidance to evaluate success in more than monetary ways. Given the urban issues in the high density neighborhoods in which they live, there can be a need for addiction recovery ministries including small groups, healing worship services, and counseling.

*Urban Ambition* work hard, but they also have extra time on their hands to a degree that varies according to their work schedules and job security. They will volunteer for a good cause, especially if volunteering involves special training that will serve them well in future careers and relationships. Training and accountability are both benefits and motivations for volunteering. They will often become involved in outreach ministries that help people get the basics for survival (food, housing, clothing, etc.); or which raise the standard of living in the neighborhood (crime prevention, fire safety, environmental cleanup, etc.); or which provide basic medical care.

**Note:** See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

*What outreach categories does your church emphasize now?*

*What outreach categories would be more relevant to this lifestyle segment?*

*What outreach priorities and tactics should change for the church to bless this segment?*



## Facility Preferences

Resource: See, Know, and Serve by Thomas Bandy (Abingdon Press)

PROPERTY		TECHNOLOGY		SYMBOLISM	
	Ecclesiastical	x	Modern	x	Classic Christendom
	Utilitarian	x	Postmodern		Contemporary Post–Christendom

*Urban Ambition* is not picky about church architecture. They tend to gravitate to ecclesiastical-looking churches with arched doors and windows, colored glass, musty narthexes, traditional sanctuaries, and Christendom symbols because that is familiar and usually feels safe. But any building will do. They are concerned about personal safety and cleanliness, and expect good outdoor illumination, illuminated hallways and clean washrooms, reliable security, and working fire exits. As long as the masonry isn't crumbling, the roof is leak proof, foundation is sound, and the stairs are safe they are "good to go".

Since some can't afford the latest technology (although many splurge for cell phones), they appreciate wireless internet access. If possible, the church will create a computer room for monitored use by members and visitors that provides high speed access. People will use it to download music, research job and medical information, and check in with faraway friends. Consider building a lending library dedicated to *recent* resources related to career planning, personal relationships, parenting and infant care, nutrition, crime prevention, and basic home medicine.

*Note: See the list of definitions at the end of this report to explain key terminology.*

Discussion Questions:

*What renovations and/or upgrades need to be made in our church facility?*

*What symbols of faith would be most relevant to this lifestyle segment?*

*If we started another site of ministry for this segment, how should we design it?*

## **Financial Preferences**

Resource: See, Know, and Serve by Thomas Bandy (Abingdon Press)

<b>GIVING TARGET</b>		<b>GIVING METHOD</b>	
	<b>Unified Budgets and General Funds</b>		<b>Informed Philanthropy &amp; Pledging</b>
	<b>Designated Programs &amp; Mission Projects</b>	x	<b>Lifestyle Coaching &amp; Family Financial Planning</b>

**Urban Ambition** includes people who are focused on material success, but who are currently in entry level, low paying, and often part time jobs. They have little savings and few investments, no equity, no insurance, and probably can't afford a car. They frequently have no credit or bad credit, and primarily rely on debit transactions and cash. They may not be skilled in managing money. Therefore, they appreciate churches that combine fund raising with coaching on personal or family Christian financial management. This can also help them avoid debt (especially future high interest debt related to credit cards and loans) and learn to tithe. They are eager to learn how money works and how they can develop both a self-sufficient and generous lifestyle. Churches often provide legal aid to help people in this segment protect themselves from landlords that gouge rent or employers that manipulate salaries.

They are not disciplined about giving to the church, and probably don't know what it really costs to run a church. Therefore, they tend not to participate in stewardship or fund raising campaigns, and only put a dollar or so in the offering plate. They will give generously to a particular mission project or urgent need that captures their attention. Churches need to understand that people in this segment will never "pay their own way" when it comes to supporting the church. The church blesses them with no or low expectations for financial return.

**Note:** See the list of definitions at the end of this report to explain key terminology.

**Discussion Questions:**

***What options in giving methods and giving targets do we offer now?***

***How do we design our annual stewardship campaign(s) now?***

***How should we revise our financial strategy to be more relevant to this segment?***

# Communication

Resource: Mosaic E–Handbook by Experian

CONTEMPORARY PUBLIC COMMUNICATION					TRADITIONAL CHURCH COMMUNICATION				
	Direct Mail Receptive	x	Mobile Telephone	x	Online Computer	Newspaper	Corded Telephone	Verbal Announcements	
x	Email Receptive		Broadcast Cable TV	x	Internet Radio	Print	AM/FM Radio	Personal Visits	

*Urban Ambition* will use a variety of modern and postmodern media. They will use the internet, but often cannot afford hardware or high speed access. They will splurge for cell phones, particularly if they can get a deal on text messaging, but won't be able to afford much digital time for email and web surfing. The church can text and call them, but church websites are probably of little help.

These people will respond to print advertising, read print literature, and take home printed information about upcoming events and opportunities. Churches often have a lot of free literature (from Christian sources, educational institutions, and social agencies) available at the Welcome Center. Develop lending libraries dedicated to *recent* resources for career development, job hunting, home medicine, interpersonal relationships, and other topics.

Information and news is most often communicated by word of mouth. Announcements in worship and large or small gatherings are often supplemented with printed information. Outdoor signs may be vulnerable to breakage, but are still necessary to advertise coming events and opportunities. Update them several times a week so that people get in the habit of checking.

*Note: See the list of definitions at the end of this report to explain key terminology.*

Discussion Questions:

*How do we communicate among church participants now?*

*How do we communicate beyond our church to the community now?*

*How should we adapt communication strategies to be more effective for this segment?*

## IMPORTANT DEFINITIONS

### POTENTIAL INFLUENCE

<b>Lifestyle Compatibility</b>	Daily behavioral habits overlap with common activities and similar priorities
<b>Family Group</b>	Grouping by key demographic factors like age, income, culture, family status, etc.
<b>Frequent Neighbors</b>	Often live near each other with shared recreational, health, or emergency services

### LEADERSHIP

<b>Constant Leaders</b>	Traditional clergy focused on sustaining ministries & increasing members
<b>Organic Leaders</b>	Innovative leaders focused on church growth, new starts & multiplying followers
<b>Extreme Leaders</b>	Non-Institutional leaders focused on spiritual disciplines, high accountability, and pursuing perfection
<b>Caregiver</b>	Focus on visitation, counseling, pastoral prayer
<b>Enabler</b>	Focus on facilitating meetings, lay empowerment, mediation, liturgy
<b>CEO</b>	Focus on staff development, administration, fund raising, expository preaching
<b>Discipler</b>	Focus on seeker sensitivity, adult faith formation, guidance for Christian living
<b>Guru</b>	Focus on religious insight, holistic personal growth, spirituality, enlightenment
<b>Visionary</b>	Focus on big picture, major social change, motivational speaking
<b>Mentor</b>	Focus on self-awareness, individual meaning and purpose, vocational clarity
<b>Pilgrim</b>	Focus on cross-cultural sensitivity, inter-religious dialogue, strict spiritual discipline

### HOSPITALITY

<b>The Basics</b>	Friendly untrained greeters, basic coffee and creamer, packaged food or sugary snacks
<b>Multiple Choices</b>	Trained greeters, multiple serving stations, great coffee, varieties of food
<b>Healthy Choices</b>	Trained greeters mirroring lifestyle diversity, healthy food options, allergen alerts
<b>Take-Out</b>	Coffee-to-go, bagged food, exit door hospitality, text message and social media

### EDUCATION

<b>Curricular</b>	Printed books or study guides. Passive, intellectual, classroom. Maturity measured by acquired knowledge
<b>Experiential</b>	Activities. More music, images, movement, interaction. Maturity measured by behavior patterns, attitudes.
<b>Biblical</b>	Focuses on the Old and New Testaments. Maturity means Biblical literacy
<b>Topical</b>	Focuses on contemporary issues. Maturity means ethical integrity and enlightened behavior
<b>Generational</b>	Gathers people by age or grade in separate classrooms with age-appropriate resources.
<b>Peer Group</b>	Gathers people sharing affinities or common interests regardless of age.

### SMALL GROUPS

<b>Rotated Leaders</b>	Participants take turns hosting and leading the group. Requires limited expertise and training.
<b>Designated Leaders</b>	Single leader guides the group from start to finish. Requires significant maturity and training.
<b>Curriculum</b>	Focus on a book, workbook, or structured program to guide structured discussion
<b>Affinity</b>	Focus on shared interest, enthusiasm, or activity to inspire informal discussion.

## IMPORTANT DEFINITIONS (cont.)

### WORSHIP

<b>Educational</b>	Consistent liturgy, expository preaching, focus on doctrine, ethics, and history
<b>Inspirational</b>	Uplifting music, motivational speaking, focus on joy, optimism, and encouragement
<b>Transformational</b>	Spontaneous, expectant, personal transformations, Higher Power interventions
<b>Coaching</b>	Informal, dialogical, topical, practical coaching on how to live better & faithfully
<b>Caregiving</b>	Slow, meditative, family–feel with pastoral prayer, children’s time, senior celebrations
<b>Healing</b>	Quiet, prayerful, expectant of physical, mental, relational healing and hope
<b>Mission–Connectional</b>	Unity of action/reflection, all about outreach, volunteer empowerment

### OUTREACH

<b>Survival</b>	Basic needs for food, shelter, clothing, jobs, basic health care
<b>Recovery</b>	Addiction intervention, 12 step support, and counseling services
<b>Health</b>	Mental and physical fitness, disease prevention, rehabilitation, therapy
<b>Quality of Life</b>	Social wellbeing, neighborhood safety, environment, immigration, peacemaking
<b>Human Potential</b>	Personal/vocational fulfillment, education, career help, human rights advocacy
<b>Interpersonal</b>	Intimacy, sexuality, family & marriage counseling, healthy friendships
<b>Human Destiny</b>	Repentance, conversion, witnessing, alignment with God’s purposes

### FACILITIES

<b>Ecclesiastical</b>	Facility must “look like a church” with traditional architecture and furnishings
<b>Utilitarian</b>	Facility must be “user–friendly” and multi–purpose for public use
<b>Christendom</b>	Indoor/outdoor symbols associated with church history or denominational identity
<b>Contemporary</b>	Indoor/outdoor symbols from nature, indigenous cultures, alternative spiritualities
<b>Modern</b>	Technology primarily enhances print and oral communication
<b>Postmodern</b>	Technology primarily enhances multi–sensory interaction, internet, social media

### FINANCES

<b>Unified Budgets</b>	Stability first. Give to a single general fund to pay staff and manage overhead costs
<b>Designated Giving</b>	Effectiveness first. Give to specific funds or causes by personal preference
<b>Informed Philanthropy</b>	Informed, independent, confidential financial commitments for a tax benefit
<b>Lifestyle Coaching</b>	Individual & household coaching for Christian family financial management

### COMMUNICATION

<b>Direct Mail Receptive</b>	Pay attention to mass mailings to postal addresses.
<b>Email Receptive</b>	Pay attention to information delivered digitally to personal email addresses.
<b>Mobile Telephone</b>	Regularly rely on cell phones and smart phones for calling, texting, surfing, banking etc.
<b>Broadcast Cable TV</b>	Regularly rely on cable television for news, advertising, and entertainment.
<b>Online Computer</b>	Regularly go online by personal computer to surf websites, shop, bank, and use other services.
<b>Internet Radio</b>	Regularly subscribe to internet services for music, sports, and topical discussions.
<b>Newspaper</b>	Pay attention to printed newspapers for updates about church news or local, national, global events.
<b>Print</b>	Pay attention to printed church newsletters, bulletin inserts, brochures, and other handouts.
<b>Corded Telephone</b>	Regularly use ordinary telephones to communicate from home.
<b>AM/FM Radio</b>	Regularly use traditional radio to listen to music, commercials, and talk.
<b>Verbal Announcements</b>	Always rely on verbal announcements from the pulpit about church events or items of interest.
<b>Personal Visits</b>	Always expect personal visits at home by a representative of the church to share information.